VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Power Elite

Thriving Boomers

Booming With Confidence/Golden Year Guardians 153 or 53% more likely to watch (than the general population) 154 or 54% more likely to watch 125 or 25% more likely to watch



GENDER

Male: 69% Female: 31%



HOUSEHOLD INCOME

\$100K+: 36% \$75K - \$99,999: 17% \$50K - \$74,999: 17% \$30K - \$49,999: 17%



EDUCATION

Graduated College: 31% Some College: 35%



HOME OWNERSHIP

Own Home: 81% 17% Rent:



AGE

18 - 34: 11% 24% 35 - 5455+: 65%



PRESENCE OF CHILDREN

1+ Child in HH: 19%



MARITAL STATUS

17% Single (Never Married): Married: 64%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: Fox Business Network. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using Audience Intelligence for Local. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- After the Bell
- Varney & Company
- Cavuto Coast to Coast

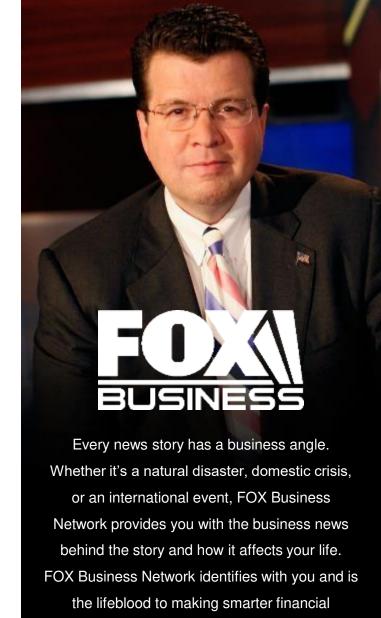
- Strange Inheritance
- Mornings with Maria

- · Bulls & Bears
- Kennedy
- WSJ at Large

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.

Kudlow





decisions. It's about demystifying the market

and bringing everyday success to main street.